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REPRESENTATION OF WOMEN IN MEN'S MAGAZINES:
A COMPARISON OF LOCAL AND FOREIGN EDITIONS
OF FHM

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PERAKUAN TENTANG HASIL KERJA AKADEMIK

Dengan ini saya, Belinda Marie Balraj, Nombor Matrik: TGBX 01005 mengaku bahawa naskah Laporan Penyelidikan yang saya serah bertajuk **Representation Of Women In Men's Magazines : A Comparison Of Local And Foreign Editions Of FHM** merupakan hasil kerja akademik saya sendiri kecuali bahan-bahan petikan yang telah dinyatakan sumber asalnya.

Sekian dimaklumkan.

Yang Benar,



BELINDA M. BALRAJ

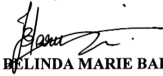
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CONFESSIN OF ACADEMIC WORK

With this, I Belinda Marie Balraj, Matric Number TGBX 01005 confess that this research report titled : **Representation Of Women In Men's Magazines : A Comparison Of Local And Foreign Editions Of FHM** is solely my work except for quotations that have been mentioned its original source.

Thank You

Sincerely,



BELINDA MARIE BALRAJ

OCTOBER 2003

ABSTRAK

Wanita seringkali menghadapi diskriminasi ke mana-mana mereka pergi. Penglibatan mereka didalam media menjadi topik perbincangan di kalangan pertubuhan wanita dan bukan pertubuhan wanita. Pengajian ini berdasarkan penglibatan wanita dalam edisi tempatan dan luar negara dalam penerbitan majalah lelaki *FHM*. Pengajian penglibatan wanita berdasarkan gambar dan istilah yang digunakan untuk menggambarkan wanita dalam ruangan temuramah dalam 5 edisi majalah *FHM* (3 tempatan dan 2 edisi luar negara) digunapakai dalam kajian ini.

Secara umumnya, kajian mendapati bahawa wanita digambarkan sebagai objek seksual yang menjadi topik perbincangan yang memberi kepuasan kepada pembaca lelaki majalah *FHM*. Majalah tempatan edisi luar negara memberi gambaran yang berbeza mengenai wanita. Perbezaan ini jelas kelihatan dalam gambar dan istilah yang digunakan untuk mengisahkan wanita dalam edisi tempatan dan luar negara.

Kajian membuktikan bahawa wanita dalam edisi luar negara didapati lebih selesa dalam pakaian yang menjolok mata berbanding dengan wanita dalam edisi tempatan.

Kajian ini relevan kerana memberikan gambaran yang jelas mengenai wanita dalam kebanyakan majalah lelaki dan bagaimana ianya menjejaskan imej wanita secara keseluruhannya.

ABSTRACT

Women frequently face discrimination wherever they go. Their representation in the media has always been the subject of discussion among feminists and non feminists. This study was based on the representation of women in the local and foreign edition of a men's magazine, the *FHM*. The study on the representation of women was based on the pictures and the terms used to describe women in the interview section found in 5 issues of *FHM* (3 local and 2 foreign editions) used in this study.

The study showed that women featured were generally depicted as sexual objects and were pictured and talked about in ways that were pleasing to the male readers of the *FHM* magazine. They were also portrayed differently in the local and foreign editions. The difference in portrayal was clearly seen in the pictures and terms used to describe the women in the local and foreign editions.

The study showed that women pictured in the foreign edition were more relaxed when portrayed in scanty attires compared to the women in the local editions.

The study was significant because it managed to state clearly the portrayal of women in a typical men's magazine and how this stereotypes other women as well.

ACKNOWLEDGEMENT

PRAISE THE LORD!

**In successfully completing this research report through the help of
His people.**

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